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PRESIDENT'S COLUMN

At a meeting of the JCET Board in January, plans were made for a modification of JCET in which it would continue to serve as the policy formulating forum for the educational community in national issues affecting educational broadcasting, but its staff functions would be assumed by NAEB and NETRC. The presidents of the two organizations were invited to submit a proposal for a cooperative reallocation of the JCET staff functions.

In attempting to work out the related roles of NAEB and NETRC in their responsibilities as constituents of JCET (changed at NAEB's suggestion so that radio would be included) the discussions got into other areas of activity beyond those formerly of JCET concern. Accordingly, several drafts were prepared for a proposed "letter of agreement" which attempted to outline certain areas of priority or major responsibility to be assumed by NAEB and NETRC in serving educational broadcasting.

The idea certainly appeared servicable and worthwhile work out between the two operating agencies in the field a mutually reinforcing alliance so that we could productively reinforce rather than wastefully oppose one another. Let us have a basic blueprint that can result in cooperative directed effort vastly more potent than the effect of both agencies working independently.

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Sincere efforts were made to construct such a document. But it couldn't be done! The more we slaved over words and became immersed in specifics, the more it became evident that attempts to achieve such a legalistic document were futile - and probably unwise.

The position of the Executive Committee was presented to the Board at Columbus, by the Chairman of the TV Board, Loren Stone. I have asked him to let me include this statement in my column. It was the consensus of the Board that the position stated above govern our general position toward NETRC and that the cooperative working relationships were to be worked out on a day-to-day, care-by-care basis by the officers of the two agencies.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



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